

HEALTH AND AMENITY PLAN

Managing compliance to achieve positive outcomes for the Ipswich Community

1 July 2016 – 30 June 2017



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MAYOR AND CHAIR MESSAGE



Welcome to Ipswich City Council's first Health and Amenity Plan. Our Council is the first local government to develop a compliance plan that is available for the community to review, read and understand what our City's key priorities will be over the coming financial year.

The Plan has been developed based on feedback from the community on what should be our priorities and where we need to focus our efforts and resources. Council has an obligation to enforce certain laws, but we also want to help ensure people are and feel safe, our environment is protected, businesses are supported to encourage growth and our residents have the latest information and tools available to help them as responsible pet owners.

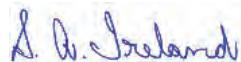
Council wants to help educate people to understand the laws and importantly why they exist first and foremost. There will be circumstances and situations where enforcement action is instigated but Council will be proactive and raise awareness on how compliance can be achieved in the future. This plan showcases that Council is committed to improving its processes to reduce red tape and provide exceptional customer service at every possible juncture.

We will also be providing a six-monthly and end-of-year report card on how the actions in the plan have been carried out and the end results. This will enable Council to monitor its performance and continuously improve along the way.

The Health and Amenity Plan will be an annual document which will enable the community to provide direct feedback so Council can continue to inform, educate and enforce to protect the health and amenity of this great City.



Mayor Paul Pisasale
City of Ipswich



Councillor Sheila Ireland
Chairperson – Health & Community Safety



INTRODUCTION



WHAT IS THE CITY HEALTH AND AMENITY PLAN?

The City Health and Amenity Plan (The Plan) is designed to provide everyone living and working in Ipswich with an understanding of Council's approach to compliance activities under its control.

These activities have been identified by the Ipswich community as compliance matters that require a stronger focus and higher priority to Council.

The community is providing this information through requests for services and feedback to their local Councillor. The plan will operate over the 2016–2017 financial year.

The Health, Security and Regulatory Services Department (HSRS) within Council is responsible for compliance activities. The plan will be actioned and managed by HSRS through detailed project plans and funded activities to assist in achieving the key outcomes. The plan will also help achieve the goals and strategies of Council's Advance Ipswich Plan.

WHY DOES COUNCIL DO COMPLIANCE WORK?

Councils in Australia deliver a wider range of services more than ever before. Delivering these services requires a highly planned approach to ensure that compliance management is effective, lawful, timely and consistent with community expectations and risk management principles. Council has an obligation under State legislation to enforce particular pieces of State legislation, as well as Council's own local laws. There are other factors that add to Ipswich City Council's responsibilities:

- devolution – where the Federal or State Government gives local government responsibility for new functions
- cost shifting – where local government assumes increased responsibility or has to provide financial support for a service previously provided or funded by the Federal or State Government
- policy choice – where Council deliberately chooses to expand or improve services or expand its range of operations

While Ipswich City Council has an obligation to enforce laws, there is an enormous positive benefit to the community through what Council does everyday – protecting the health and safety of the community and providing a pleasant amenity in all areas of the city.

WHAT IF COUNCIL DID NOTHING?

If Council didn't undertake its role as educator and regulator for compliance issues Ipswich residents would experience:

- higher levels of poor amenity in neighbourhoods and suburbs (overgrown yards, abandoned vehicles, hoarding, illegal dumping, and illegal signage)
- reduced access to parking in high traffic areas across the City
- an increase in noise nuisances affecting residential areas (eg. barking dogs, noise from commercial and industrial operations)
- an increase in sediment washing down stormwater drains leading to poorer water quality in Ipswich's rivers and waterways
- a decrease in responsible animal management (eg. roaming dogs and cats, and dog attacks)
- an increase in signage that may be dangerous to traffic safety and pedestrians
- an increase in unhygienic food practices at food premises

WHAT IS COUNCIL'S COMPLIANCE APPROACH?

Council's compliance aim is to protect the community's health and safety, improve amenity, reduce nuisances, and produce positive outcomes for the community. Our approach to compliance and the various tools we will use depend on the attitude to compliance of the person or entity with whom we are dealing. Where the person or entity are engaged and seeking to comply, we will focus on working with them to achieve compliance. However, where they are unengaged and demonstrate a lack of willingness to comply, we will rely on the more formal enforcement approaches including mediation, compliance notes, penalty infringement notices and prosecution.

WHAT IS THE COMMUNITY TELLING COUNCIL IS A PRIORITY?

Identifying the most important compliance issues allows Council to decide what compliance priorities it will focus on and where best to allocate resources and effort. Knowledge about these problems and their associated risks is established by collecting and analysing data from a range of information sources including:

- direct feedback from the community
- complaints received by Council
- results from compliance monitoring
- trends in non-compliance areas

Six priority areas have been identified for 2016-2017.

2016-2017 PRIORITIES



For each priority area we have identified how we will manage each issue over the 2016 -2017 period.



IMPLEMENTING THE PLAN

A close-up, slightly blurred photograph of two business professionals, a man and a woman, looking down at a stack of papers or documents on a desk. The woman, in the foreground, has long blonde hair and is wearing a black blazer over a white shirt. She is pointing with her right index finger at a specific line on one of the documents. The man, partially visible behind her, is wearing a dark suit jacket and a light-colored shirt. A silver-toned wristwatch is visible on his left wrist. They appear to be discussing the contents of the documents.

KEY ELEMENTS INVOLVED IN IMPLEMENTING THE PLAN

For the priorities identified, Council will action the compliance strategies utilising the key elements described below. Many strategies will encompass one, more or all of the elements listed.

LEGISLATION	BUSINESS PROCESSES AND COMPLIANCE ACTIVITIES	EDUCATION AND PROMOTION
<ul style="list-style-type: none">• Review, amendments, advocacy, evaluation relating to local laws and State Government legislation.	<ul style="list-style-type: none">• Changes to information provided over the phone at Council's contact centre.• Changes to how complaints are lodged and are investigated.• Changes or implementation of proactive patrols and programs.• Training of staff and authorised persons.	<ul style="list-style-type: none">• Changes to information available online and in printed format.• Changes and implementation of new formats to engage with the community, such as one off and regular/annual events, seminars, pop up kiosks, webinars and smart phone apps.

MONITORING AND REPORTING PROGRESS

HSRS are responsible for implementing the various strategies in the plan and will do so through detailed project plans. HSRS will monitor, provide advice and report to Council and the community on the progress at 6 months and provide an end of year report. Based on the outcomes of this plan, continued analysis, and community feedback, the 2017-2018 plan will be created and implemented. The City Health and Amenity Plan will be an annual plan that operates for each financial year period.

COMMUNITY COMMENTS WELCOME

Comments and feedback on the plan are welcome and should be directed to Council's Strategic Policy and Systems Manager (HSRS). These can be emailed to council@ipswich.qld.gov.au or posted to PO Box 191, Ipswich 4305.

PRIORITY 1: CUSTOMER CENTRIC

Customer centric means looking at all information Council (HSRS) provides, whether online or in hard copy, from the point of view of the customer. We will focus on ensuring the customer can perform the most important task easily. Council provides an extremely wide and diverse range of services to communities every day.

There is a need for simplified, de-cluttered council websites that make it easy for customers to complete their journey quickly and easily. The community are accessing government services online more and more - not only because they are on the move, but also because it is more accessible to people with limited access to the internet. The customer centric approach will support the achievement of the outputs and outcomes listed in the plan.



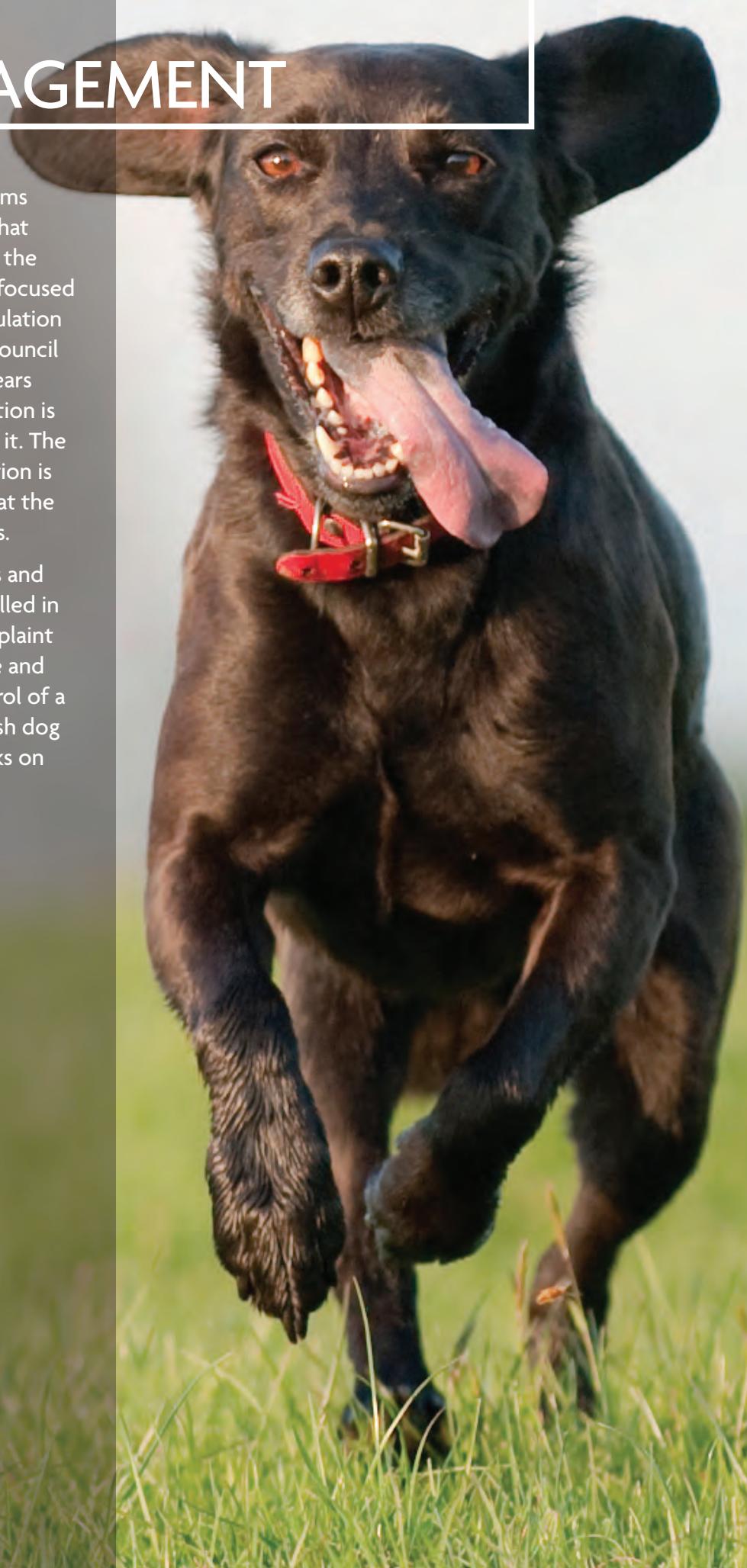
ACTION: Improved information and engagement with the community

Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<p>Community feedback is that information online is too hard to find or incomplete.</p> <p>Lack of understanding of what Council is responsible for.</p>	<p>Ensure we have a responsive website that provides good user experiences across all devices (smartphone, tablets, desktop) for compliance matters.</p> <p>Regular use of analytics tools to assess online efforts to deliver better community services.</p> <p>Reviewing Council publications in order to enhance access to Council information and services.</p> <p>Conduct more community education activities to improve awareness about Council's role, responsibilities, policies and services.</p> <p>Offering extra and different opportunities for community engagement so that our decisions and other outcomes better meet community and customer needs.</p> <p>Providing quality customer service training for all staff and an ongoing program of continuing skill development and education about Council products and services</p> <p>Focusing staff reward and recognition programs on community and customer satisfaction measures.</p>	<p>Reduction in the need to produce paper leaflets or newsletters.</p> <p>Increase in the efficient use of officers time.</p> <p>Increased understanding of how the community access our information and what are the topics that get the most 'hits' to assist with identifying future priorities.</p> <p>Reduction in calls that are directed to another agency as it isn't a Council managed issue.</p>	<p>Anyone visiting Council's website can find information easily on any device.</p> <p>Anyone visiting Council's website can lodge complaints easily and accurately.</p> <p>Anyone visiting Council's website can lodge their application online.</p> <p>Council understand the topics of most interest to its website visitors and the community.</p> <p>The community understands and is aware of the compliance activities that Council is responsible for.</p>	<p>Business processes and compliance activities</p> <p>Education and promotion</p>

PRIORITY 2: PET MANAGEMENT

Pet nuisances rank highly in terms of the number of complaints that Council receives annually from the community, with the majority focused on dogs. Considering the population growth that the Ipswich City Council region will experience in the years ahead, the cat and dog population is expected to grow alongside of it. The combined cat and dog population is approximately one third of what the human population of Ipswich is.

Excessive barking, roaming cats and dogs, and how dogs are controlled in public are all high volume complaint areas for Council to investigate and manage. Having effective control of a dog in public, including off leash dog areas, can mean less dog attacks on people and other animals.



ACTION: Barking Dogs				
Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<i>High numbers of complaints.</i> <i>Residents can find investigation process complex and lengthy.</i>	<p>Review the barking dog complaint process including local law and policy requirements, information online, pathways for customers to provide information and examples of nuisance behaviour, and customer service scripting.</p> <p>Benchmarking best practice with other local governments to identify improvement opportunities for the community and Council.</p>	<p>Clear concise laws, procedures, and customer information on how barking dog complaints are managed.</p> <p>Reduction in length of time barking dog complaints take to resolve.</p>	<p>Residents understand the barking dog investigation process.</p> <p>Residents understand what may trigger excessive barking in dogs and enable them to implement possible solutions to remedy any issues raised directly by their neighbour with nil to limited involvement from Council.</p>	<p>Legislation review.</p> <p>Business processes and compliance activities.</p> <p>Education and promotion.</p>
ACTION: Roaming Dogs				
Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<i>High numbers of complaints.</i> <i>Lost and found process needs to be improved to create real time reporting.</i>	<p>Review the roaming dog process including information online, customer service scripting, service provision, and technology.</p> <p>Benchmarking best practice with other local governments to identify any efficiency for the community and Council.</p>	<p>Reduction in number of roaming complaints received by Council.</p> <p>Reduction in fencing complaints.</p> <p>Increased access to real time information on lost and found dogs (and other pets) in the Ipswich area.</p> <p>Increase in number of microchipped dogs.</p>	<p>Residents understand the laws on roaming dogs and provide their pet with a secure enclosure to keep it confined to the property.</p> <p>Residents can easily document, report, and locate lost and found dogs (pets).</p> <p>Lost and impounded dogs are reunited quickly with their owners.</p>	<p>Business processes and compliance activities.</p> <p>Education and promotion.</p>

ACTION: Roaming Cats		Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<i>High numbers of complaints.</i>	<i>Anecdotal feedback is that some residents don't realise laws exist requiring cats to be contained to their yard.</i>	<i>Unowned (feral) cats are an issue in areas requiring cat traps to be set.</i>	<p>Research and investigate containment options to showcase possible solutions to cat owners.</p> <p>Research, investigate, and implement desexing campaigns and compliance programs for owned and unowned cats.</p> <p>Research and investigate mandatory desexing laws for cats.</p>	<p>Reduction in number of complaints received by Council.</p> <p>Increase of desexed and microchipped cats in the community.</p> <p>Increase in promotion of desexing benefits.</p> <p>Increase in promotion of containment solutions.</p>	<p>Residents understand the laws on roaming cats and provide their pet with a secure enclosure so it cannot escape.</p> <p>Residents understand what options are available to them should they encounter unowned cats.</p>	<p>Legislation review.</p> <p>Business processes and compliance activities.</p> <p>Education and promotion.</p>

ACTION: Dog Control in Public and on Private Property				
Issue	Compliance Strategy	Target Level	Outcome	Key Elements
High numbers of complaints made about aggressive dog behaviour including situations where a dog has attacked another person or animal. This can occur in off-leash parks, public areas and on private property.	<p>Develop a Code of Conduct for off-leash parks.</p> <p>Explore ways to address the harassment issues of dogs frightening people from inside their properties, particularly in circumstances where a dog may be able to access the public through the fence or where the fence is not secure or effective.</p> <p>Reduce the number of dog attacks and harassments through bite avoidance education and encourage more accurate reporting of all dog attacks.</p>	<p>A Code of Conduct is implemented in all off-leash dog parks and promoted widely by Council and other stakeholders.</p> <p>Reduction in number of complaints made about harassing dogs/fencing complaints.</p> <p>Reduction in major dog attacks.</p>	<p>Residents understand they must have their dogs under effective and constant supervision in an off leash area and how to minimise aggressive behaviour.</p> <p>Residents understand how to report a dog attack more accurately to Council.</p>	<p>Business processes and compliance activities.</p> <p>Education and promotion.</p>

PRIORITY 3: PARKING

Resident feedback and the volume of complaints indicate that parking around schools and parking on footpaths are a concern to the general community.

Due to the ever changing populations at schools, there is a need to ensure Council regularly reminds parents and motorists who travel to schools in private vehicles about the need to do so safely. The approach by Council is to first engage with the school community (generally by way of the school newsletter), educate the community about the issues associated with parking illegally and then take enforcement action if required. Council will continue to implement proactive compliance programs at school drop off and pick up times.

Council understands that people sometimes use the nature strip because they feel it is safer than parking on the road, especially in streets that are narrow. However, the reality is that parking fully or partially on nature strips and footpaths, regardless of the intention, can be dangerous and illegal. Council have a safety and legal obligation to enforce the parking laws. Council will aim to increase people's awareness of laws and why they exist.



ACTION: Safer School Parking

Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<i>High volume complaints of unsafe parking at Schools including near miss incidents and injuries/ accidents.</i>	Continuation of Safe School Parking Program involving schools that have high volume complaints and parking safety issues.	The Safe School Parking Program is delivered and evaluated each school term. Reduction in complaints made about parking at schools.	People picking up children from schools do so safely with no incidents or injuries occurring as a result of parking issues, and understand why Council monitors parking at schools.	Business processes and compliance activities. Education and promotion.
ACTION: Parking on Footpaths				
<i>High volume complaints of unsafe parking on footpaths including blocked access to private properties and damage to utilities.</i>	Education and promotion of the laws that exist and potential solutions. Include key messaging, for example vehicles parked on the nature strip or footpath: <ul style="list-style-type: none"> cause major damage to public infrastructure, both above and below the ground may prevent emergency personnel from accessing key infrastructure such as water, sewage, gas, telecommunications, and drainage pipes can pose increased safety risks for pedestrians as they are less visible to oncoming cars restrict access for wheelchair and pram users 	Reduction in complaints for parking on a footpath.	Residents understand what is acceptable and unacceptable when it comes to footpath parking issues and compliance.	Business processes and compliance activities. Education and promotion.

PRIORITY 4: ENVIRONMENTAL PROTECTION AND AMENITY MATTERS

Land development and building sites have been identified as a potential major contributor of sediment to Ipswich's waterways and this is a significant concern given the current amount of construction activity due to the City's growth. If it enters our waterways, sediment (such as soil, sand, silt, mud) and litter washed from urban areas can cause both short and long term environmental problems.

The *Environmental Protection Act 1994* places a legal responsibility upon all persons who cause land disturbance to minimize or prevent environmental harm. Council has a legal obligation to administer these laws and, ultimately, improve the quality of our waterways and natural environment.

Queensland's *Waste Reduction and Recycling Act 2011* provides everyone with the ability to report littering and illegal dumping associated with a motor vehicle, trailer or vessel. Every year, ratepayers' money is spent on cleaning up illegally dumped waste. Even more money is spent on fixing infrastructure and natural areas impacted by dumping. Dump sites can lower property values and also attract other illegal activities.

Overgrown yards and junk/accumulation issues on private property need more socialisation for the community to understand what triggers action by Council in terms of public health, amenity and overall compliance management.



ACTION: Erosion and Sediment Controls				
Issue	Compliance Strategy	Target Level	Outcome	Key Elements
High volume complaints (seasonal) on sediment/ pollutants.	Implement and monitor an Erosion and Sediment Control Compliance Program (ESCCP) targeting projects in the construction phase of development, including both large lot developments and residential home construction sites.	<p>Increased compliance with State legislation.</p> <p>Training, workshops and onsite visits undertaken and delivered to developers, contractors and builders on best practice solutions for erosion and sediment control.</p> <p>Increase in information and education made available online to stakeholders.</p>	<p>Ipswich's waterways are healthier.</p> <p>Developers, contactors, and builders understand what their obligations are under planning conditions, legislation and laws, and exhibit best practice erosion and sediment control practices.</p> <p>Healthy Waterways scorecard rating is improved (longer term).</p>	<p>Business processes and compliance activities.</p> <p>Education and promotion.</p>

ACTION: Illegal dumping			
Issue	Compliance Strategy	Target Level	Outcome
Key Elements			
<i>High number of complaints of illegal dumping across the City.</i>	<p>Research and implement new technologies for monitoring hot spots where illegal dumping occurs.</p> <p>Encourage residents to report sightings of illegal dumping activities and provide easy pathways for lodging reports.</p> <p>Encourage residents not to leave items out the front of properties unless a kerbside clean up by Council is in operation.</p>	<p>Earlier detection of hot zones where dumping is occurring, due to residents being vigilant about reporting of sightings.</p> <p>Reduction in damage to infrastructure and natural areas as a result of illegal dumping.</p> <p>Less items are illegally left on footpaths.</p>	<p>Residents and businesses understand how and where they can dispose of rubbish and items legally, and where they can recycle or sell items.</p> <p>More promotion of alternative pathways for legal disposal and recycling, donating, and selling of items.</p>

ACTION: Overgrown yards			
Issue	Compliance Strategy	Target Level	Outcome
<p><i>High number of complaints (seasonal).</i></p> <p><i>Some residents aren't sure what constitutes an overgrown yard (how long is too long), which may result in inaccurate reporting.</i></p>			
	<p>Provide more information on what constitutes an overgrown yard during the lodgement of complaints online.</p> <p>Provide more proactive information and advice on how Council manages and investigates complaints of this nature.</p>	<p>Increase in complaints of overgrown yards.</p> <p>Increase in information available online on how Council manages overgrown yards.</p>	<p>Residents and businesses understand what an overgrown yard looks like and how to report such incidents.</p>
<p>ACTION: Hoarding and squalor issues on private property</p>			
Issue	Compliance Strategy	Target Level	Outcome
	<p>Review the process of how Council manages issues involving hoarding and squalor including information online, referral pathways to community services, customer service scripting, service provision, and training.</p> <p>Benchmarking best practice with other local governments and agencies to identify any efficiency for the community, individuals involved and Council.</p>	<p>Increase information provided to the community on hoarding and squalor issues.</p> <p>Increase inter-agency communication to assist when cases are identified by Council officers.</p>	<p>The community understands that sometimes mental health issues can manifest in symptoms such as hoarding and squalor.</p> <p>Resolution of such symptoms may require medium to long term therapy.</p>
	<p><i>Complaints of hoarding and squalor often take a long time to resolve, although surrounding residents often want a quicker resolution of their complaints.</i></p>		<p>Council collaborates with relevant agencies to assist people who have hoarding and squalor issues.</p>

PRIORITY 5: PUBLIC LAND MANAGEMENT

The diversity of Ipswich's parks has been strengthened in recent years with the development of new areas such as Riverheart Parklands, Robelle Domain Parkland, and Orion Lagoon. Community feedback ensures enhancements are continually being made to local parks and larger district parks such as Queens Park and conservation areas.

The Health, Security and Regulatory Services Department has a role to play in the use of these spaces to ensure fair play is observed and no damage is done to these public spaces. For example, trail bikes and four wheel drives in our conservation areas such as White Rock can create devastating environmental damage through erosion, transporting seeds from one area to another, injuries and fatalities for our wildlife, and destruction of native plants. Commercial activities in our parks need to be monitored through minimum standards and approvals to ensure there is no anti-competitiveness to surrounding businesses, damage to public spaces through the placement of temporary infrastructure or create noise, parking nuisances, or safety issues to nearby residents.



ACTION: Fair play on public land – parks; conservation estates and malls				
Issue	Compliance Strategy	Target Level	Outcome	Key Elements
<p><i>Complaints regarding the illegal use of conservation areas causing damage or noise nuisances etc.</i></p> <p><i>Confusion over what approvals and licences are required for some activities in Council's public places, and who is responsible for different nuisances in different situations.</i></p>	<p>Continue patrols of conservation parks to monitor illegal use of trail bikes and 4wd's.</p> <p>Assist other areas of Council to promote the intended use of conservation parks and the damage illegal use can do.</p> <p>Review Council's local laws to ensure there are clear minimum standards and approvals in place for activities on Council land.</p> <p>Provide clearer information and pathways for people to apply to undertake activities in Council's parks.</p>	<p>Increase in positive feedback from event organisers on Council's application and approval process.</p> <p>Decrease in illegal use of Council land identified.</p>	<p>The community is aware of what is a lawful activity, how to apply for approval of an activity and what conditions need to be complied with.</p> <p>Community understands what is a responsibility of Council versus the Queensland Police Service in terms of noise nuisance and illegal activities.</p>	<p>Business processes and compliance activities.</p> <p>Education and promotion.</p>

PRIORITY 6: PEST MANAGEMENT

Pest plants and animals affect the lives of all Queenslanders. They degrade our natural resources, damage precious remnant vegetation, compromise biodiversity, and interfere with human health and recreation. They cause financial losses to eco-tourism and cost Queenslanders over \$600M annually in lost production and in control costs. Of particular concern to rural residents is the management of rabbits and wild dogs.

Council works with other agencies and stakeholders to assist with pest management, including the Darling Downs Moreton Rabbit Board (DDMRB), whose role it is to maintain the rabbit fence in rabbit-proof condition and to monitor compliance with State Government legislation. Ipswich City Council pays a precept payment to the DDMRB which is prescribed by legislation to manage rabbit issues in the Ipswich area. The board provides technical and other advice to landholders in the board operational area to assist with rabbit eradication. The board area is made up of eight local authorities, and covers approximately 28,000 square kilometres (7 million acres).

Another area under pest management that requires a collective approach includes 'wild dog' management. This term refers collectively to purebred dingoes, dingo hybrids, and domestic dogs that have escaped or been deliberately released. In Queensland, wild dogs create a number of economic, environmental and social problems - particularly for agricultural businesses.

Effective wild dog control requires a cooperative 'nil tenure' approach. This involves landholders, local government officers and other stakeholders working together to apply a range of control methods at a 'landscape' (rather than an individual property) level. Control methods include baiting, trapping, shooting, fencing, and the use of livestock guardian animals.



Lantana Camara

ACTION: Noxious weeds, rabbits and wild dogs	
Issue	Compliance Strategy
Target Level	Outcome
<p><i>Landholder pest complaints are high in various regions of the City</i></p>	<p>Review the process of how Council manages pest compliance including information online, referral pathways to other agencies including the DDMRB, customer service scripting, service provision, and training.</p> <p>Benchmarking best practice with other local governments and agencies to identify any efficiency for the community, individuals involved and Council.</p>

